

Performance Report

Performance Results Achieved for Fiscal Year 2015

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Introduction

I am pleased to present Iowa Public Television's (IPTV's) performance report for fiscal year 2015 (July 1, 2014 – June 30, 2015). This report contains information about the services Iowa Public Television and its partners provided for Iowans during the past fiscal year. The report is prepared in accordance with the Accountable Government Act to improve decision-making and increase accountability to stakeholders and citizens.

This report contains performance information on how well Iowa Public Television is achieving its strategic plan goals. The report also contains performance information on IPTV's primary activities, services, and products.

IPTV provides quality, noncommercial programming to make a difference in the lives of Iowans. As one of the last locally-controlled media enterprises in the state, IPTV is committed to telling Iowa's stories like no one else can. Our mission is to educate, inform, enrich, and inspire Iowans enables IPTV to present an unequaled array of programs of lasting value to Iowans regardless of where they live or what they can afford.

KDIN, Des Moines is the most-watched public television station in the nation, ranking first in diary whole week cumes. A larger percentage of Iowans watch IPTV than any other public broadcaster. Iowa Public Television has been the number watched public television station thirteen times in the last nineteen sweeps.

PBS is America's number one source for educational media for students and educators. PBS LearningMedia is a free digital media content library that's the destination for current, relevant and hard-to-find educational resources supporting PreK-12 educators. IPTV's registrants for PBS LearningMedia have surpassed 12,000 registered users. IPTV produced materials, such as segments from *Market to Market in the Classroom* and segments from *The People in the Pictures: Stories from the Wettach Farm Photos* are included in PBS Learning Media.

A new study reveals the potential impact of PBS' educational resources on student achievement. The PBS LearningMedia Impact Study, conducted by Education Development Center's Center for Children and Technology, investigated the potential impact on student performance when the resources available through PBS LearningMedia were integrated into existing curriculum.

Key findings include:

- Across subject areas, student performance on content assessments showed significant improvement, increasing by eight percentage points;

- On average, students outperformed national assessment norms by ten percentage points;
- Students also outperformed state assessment norms, by an average of 11 percentage points; and
- More than half (56 percent) of students also showed an increase in the frequency with which they engaged in critical thinking practices.

Nearly 2 million viewers monthly turn to IPTV for programming that reflects a range of interests for Iowans in all demographic categories. This programming is provided to Iowans via three programming channels – IPTV (.1), IPTV LEARNS (.2), and IPTV WORLD (.3). Iowa Public Television stations distributing these channels to Iowans include: Channel 11, Des Moines; Channel 12, Iowa City; Channel 21, Fort Dodge; Channel 24, Mason City; Channel 27, Sioux City; Channel 32, Waterloo; Channel 32, Council Bluffs; Channel 36, Davenport; Channel 36, Red Oak (page 7).

IPTV has expanded its services beyond broadcast by utilizing the Internet as a distribution mechanism. Viewers can not only find information regarding our schedules and programs, but also hours of video from IPTV and PBS programming, activities for children, and timely, relevant, educational resources from IPTV and PBS for our teachers (page 9).

During fiscal year 2015 Iowa Public Television continued focusing on creating and providing locally-produced and locally-focused enlightening and entertaining programming and educational content that appeals to its customers.

The National Academy of Television Arts and Sciences – Upper Midwest Chapter recently awarded Iowa Public Television staff with a Regional Emmy® Award for ***Iowans Remember Vietnam*** in the Documentary – Historical category.

Iowans Remember Vietnam examines one of the most turbulent times in American history from the perspective of those who were there. From the first U.S. advisors in Vietnam; through the deployment of combat troops; to the fall of Saigon, this documentary recounts the cost of an often misunderstood conflict, in which 115,000 Iowans served their country and 859 made the ultimate sacrifice. Learn more about ***Iowans Remember Vietnam*** and watch the full program at iptv.org/Vietnam.

West by Orphan Train, a film by Colleen Bradford Krantz and Clark Kidder, co-produced and presented by Iowa Public Television, was also recognized with a Regional Emmy® Award. IPTV staff involved in that production includes: Chad Aubrey, Jeff Horn and David Feingold.

IPTV met or exceeded its performance target in five of the ten performance plan measures presented on pages 11 through 13. IPTV's future focus on meeting viewers

where they are – on the air, online, and on the ground – will increase the value of its services to the citizens of the State.

Thank you for giving us this opportunity.

Sincerely,

Molly Phillips
Executive Director and General Manager
Iowa Public Television

Network Overview

Purpose: Television programming, in all its forms, is the most powerful media of our time. As a part of our lives each day, it provides a lens through which we see our world. At its best, it gives us insight and inspiration, companionship, comfort, fulfillment and growth. On behalf of all Iowans, Iowa Public Television uses the power of this and other forms of public service media to educate, inform, enrich, and inspire with non-commercial, unique, and trusted programs and services that engage individuals and communities across Iowa.

Mission: At Iowa Public Television, we are dedicated to providing quality innovative media and services that educate, inform, enrich and inspire Iowans.

Vision: Iowa is at the heart of Iowa Public Television.

We will be a vital and important part of the lives of Iowans of all backgrounds, all generations, and all walks of life. We reach all of Iowa with our broadcast and online signals; similarly, our programs and services are aimed at all those who live here.

Iowa's youngest residents – and their parents and teachers, grandparents and caregivers – will view us as a key part of their learning lives. We will provide them with trusted quality children's services that educate and entertain them, encouraging them to be part of a broader community.

We will engage learners with interactive educational tools through their early childhood programs, schools, and teachers, taking them on trips that enhance learning.

Iowans will turn to Iowa Public Television as their preferred source for information about the state we call home. Through interactive Internet and ICN-based virtual field trips to Iowa landmarks, television programming about our government, our communities, our student-athletes, and our musicians, and through educational opportunities that go beyond our broadcast, Iowans will look to us as their partner in their quest for community and lifelong learning.

We will be a key source of information about Iowa, a hub for civic discourse, a center for community engagement, and a leader in Iowa's future.

Guiding Principles: The people who work at Iowa Public Television—staff and volunteer—share the following beliefs. We believe:

- As broadcasters and educators, we hold a public trust with the people of

Iowa.

- Television can be a force for good, and we will exercise its use with integrity.
- Public television should be available to everyone in the state.
- Our programs impact the lives of those who view them; and their worth is determined by their use, their quality and the service they provide to their viewers.
- The people who make public television and the people who watch it will be treated with dignity and respect.

Core Functions and Key Services: Iowa Public Television (IPTV) is Iowa's statewide public broadcasting network. IPTV has two core functions.

1. With public broadcast and media services, IPTV provides public television, telecommunications, and other services that educate and enrich people's lives. Activities include programming, video creation, educational opportunities, outreach, and other media services.

2. With educational telecommunications services, IPTV imparts knowledge by developing skills and competencies through broadcast services or other avenues. Activities may include programming, professional development, public awareness efforts, planning, research and evaluation, technical assistance, curriculum development, and fiscal and/or program oversight.

IPTV staff is focused on creating and providing entertaining programming and educational content that appeal to its customers. Support staff and the IPTV Foundation staff contribute to the creative process by making available a structure that provides cutting edge technology, necessary administrative services, and funding.

As a professional broadcast organization, IPTV is protective of its First Amendment rights and responsibilities to exercise independent journalistic and editorial judgments. Decisions are continuously scrutinized to ensure that programming and educational content are free of political influence or commercial consideration. IPTV also has the ability to build collaboration among partners, thereby extending the value of products and services.

Customers and Stakeholders: IPTV's three key customers groups are viewers, educators, and funders. Viewers want to be able to receive IPTV's stations, have a clear clean signal, availability of good content, and have consistent and quality programming.

Educators expect quality programming and services that fit their core curriculum. While educators expect outreach tools such as study guides and workshops, viewers see outreach more as a bonus than an expectation. When choosing technology based

curriculum materials, the two most important criteria for teachers are relevance to the curriculum and age/grade appropriateness.

Funders such as government agencies and foundations expect mission critical work to be completed and delivered within the funding cycle. Underwriters expect on-air credit around programs that deliver a targeted audience. IPTV Foundation members want strong customer service and recognition for donations and gifts.

Delivery Mechanisms: Programming is delivered to viewers by over-the-air broadcast, cable, and digital broadcast satellite providers. Services to educational customers are provided through broadcast airwaves, the Iowa Area Education Agencies, the Internet, and the Iowa Communications Network.

Organizational Structure: The Iowa Public Broadcasting Board, the broadcast licensee, governs IPTV, approves its budget and sets general programming objectives and policy guidelines. IPTV is an autonomous agency under the umbrella of the Iowa Department of Education.

The Iowa Public Broadcasting Board elects the 24-member Board of Directors of the IPTV Foundation representing seven geographic areas of Iowa. The nonprofit IPTV Foundation serves as the fundraising arm for IPTV.

The Iowa Public Broadcasting Board hires the Executive Director/ General Manager of IPTV.

Staff: IPTV employs 99 full-time staff. An additional staff of 15 is employed by the IPTV Foundation. Talent, contractors, and intermittent employees are hired as needed for productions and other network activities.

Locations: IPTV operates nine high-power digital transmitters and eight translators across Iowa. The 62,000 square foot headquarters in Johnston houses two production studios, master control, edit suites, scene shop, Iowa Communications Network video classrooms, and field production equipment. A satellite farm is also located on the seven and one-half acres of ground in Johnston. IPTV owns a second building in Johnston for additional IPTV and Foundation staff.

Budget: IPTV had a \$15,350,000 annual operating budget in FY 2015, of which state appropriations were approximately 51%.

Key Results

CORE FUNCTION

Name: Public Broadcast and Media Services

Description: Acquisition and scheduling of television programs that educate, inform, enrich and inspire over 2,000,000 viewers a month across the State. Production of 150 hours of local content a year covering Iowa issues and events

Why we are doing this: IPTV is Iowa's network of community, education, enlightenment, and civic engagement – distinguished from all other media sources by local ownership and control, and by its commitment of service to Iowans. IPTV concentrates on presenting an unequaled array of programs of lasting value to Iowans and not on delivering audiences to advertisers.

What we're doing to achieve results: Iowa Public Television listens to its viewers. IPTV is continuing an on-going viewer engagement project that includes dialogues with viewers across the state. IPTV is working with the national organizations PBS and the Corporation for Public Broadcasting (CPB) to utilize their national research on the local level and to provide local feedback into the national schedule. IPTV is also increasing its promotions and marketing efforts to guarantee its place in a 500 channel environment.

Results

Performance Measure:

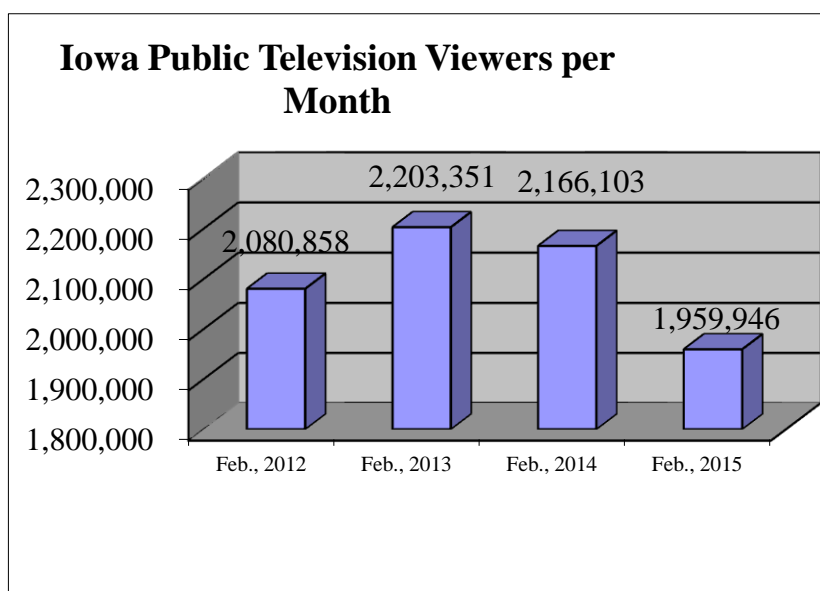
Viewers per month
Each individual is counted once – regardless of the number of programs watched or the duration of their viewing.

Performance Target:

2,000,000

Data Sources:

Nielsen ratings for February as compiled by Trac Media.



Data reliability: Nielsen ratings are the industry standard. There is debate about the accuracy of Nielsen ratings. For example, Nielsens do not measure the television usage in institutions such as preschools, daycares, and K-12 schools. This theoretically results in lower ratings for IPTV. However, at this point in time, Nielsen ratings are the only options for objective measurement of television viewing.

Why we are using this measure: IPTV's noncommercial, public-service mission enables the organization to concentrate on presenting an unequaled array of programs of lasting value to Iowans regardless of where they live or what they can afford. While, concentrating on the quality and variety of services, Nielsen ratings provide IPTV with an objective measure of how audiences are responding to the broadcast schedule.

What was achieved: The number of viewers watching IPTV was slightly below goal.

Analysis of results: Iowa Public Television's KDIN (channel 11) in the Des Moines-Ames market is the most-watched public television station in the country, according to Nielsen Media Research and TRAC Media Services (November, 2014). KDIN ranked first among public television stations nationwide in diary whole-week cums. Due to budget constraints, Iowa Public Television only measures audience numbers in the network's largest viewing area, the Des Moines-Ames market. Iowa Public Television analyses have shown that the results for KDIN are typically similar statewide.

Factors affecting results: Additional digital services (IPTV Learns and IPTV World) offered to viewers. The quality of programming available on IPTV as compared to other sources of viewing. Locally produced programming and locally-focused programming.

Resources used: These activities are funded with contributions made to the Iowa Public Television Foundation and with state appropriations.

Key Results

SPA

Name: Web Resources

Description: IPTV develops educational and programming resources for distribution online. The resources in most cases are tied to the broadcast services provided to preschoolers, K-12 students, adult learners, and the general audience. There are also Internet resources developed solely for the Internet without direct ties to our broadcast services.

Why we are doing this: The accessibility of broadband technology has made the Internet an important tool for consumers to access content, regardless of the demands of their personal schedule. The Internet allows content providers to provide information beyond the limits of the broadcast. Educators have found Internet resources to be an effective tool for students and appreciate its ease of use and availability.

What we're doing to achieve results: We are maintaining our commitments to schedule and local programming information. To increase the time spent viewing online content, we are integrating online video content from PBS and streaming as many full-length programs as possible online.

Results

Performance Measure:

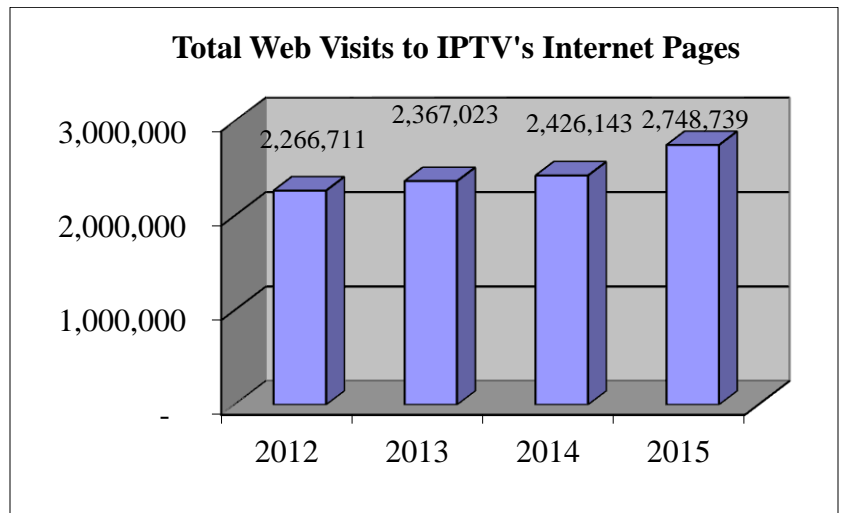
Number of total Web visits to Iowa Public Television's Internet pages

Performance Target:

2,350,000

Data Sources:

Google Analytics



Data reliability: The software utilized was developed to track the information reported.

Why we are using this measure: This measure is an indicator of the interest/need for Internet based resources Google Analytics “uses a first-party cookie and JavaScript code to collect information about visitors”. Therefore, IPTV is reports the number of individuals actually visiting IPTV web sites. Visits from large automated programs are not included in the reported totals.

What was achieved: The number of web visits to IPTV’s web sites reached 2,748,739 in fiscal year 2015. This was an increase of 13% from fiscal year 2014 to fiscal year 2015.

Analysis of results: IPTV is a member of a consortium of public TV and radio stations who share their web traffic information, called Public Media Metrics (PMM). This project gives us important comparison data for other stations. IPTV continues to be one of the top local stations for driving traffic (“localized users”) to PBS online services.

Factors affecting results: Content has been available through more outlets on the Internet, such as YouTube, Flickr, and PBS. Various social media tools such as Facebook and Twitter are also being used.

Resources used: Web team staff are funded with state appropriations, the Community Services Grant from the Corporation for Public Broadcasting, and with educational grants.

Network Performance Plan Results

FY 2015

Name of Network: Iowa Public Television			
Network Mission: To educate, inform, enrich, and inspire Iowans.			
Core Function: Public Broadcast and Media Services			
Performance Measure (Outcome)	Performance Target	Performance Actual	Performance Comments & Analysis
1. Cumulative number of Iowa children ages 2-11 watching Iowa Public Television's daytime programming every day.	250,000	242,356	<p>What Occurred: The number of children ages 2-11 watching IPTV grew slightly from 2014.</p> <p>Data Source: Nielsen Station Index as compiled by TRAC Media February, 2015, and February, 2014</p>
2. Individuals and families who support IPTV's service through their membership in Friends of IPTV	55,000	49,876	<p>What Occurred: Membership remained steady from FY 2014 to FY 2015 with just a 2% decrease.</p> <p>Data Source: IPTV Foundation membership database</p>
Service, Product or Activity: Programming and Production			
Performance Measure	Performance Target	Performance Actual	Performance Comments & Analysis
1. Total local production hours broadcast	450	495	<p>What Occurred: The number of total local production hours broadcast increased by 15% from the previous fiscal year.</p> <p>Data Source: Iowa Public Television's programming data base.</p>
Service, Product or Activity: Content Distribution, Delivery, and Support			
Performance Measure	Performance Target	Performance Actual	Performance Comments & Analysis
1. Percentage of time transmitters are on-air.	99%	99.98%	<p>What Occurred: The percentage of time transmitters were on the air exceeded the goal.</p> <p>Data Source: Incidence Reports</p>

Name of Network: Iowa Public Television			
Network Mission: To educate, inform, enrich, and inspire Iowans.			
Core Function: Education			
Performance Measure (Outcome)	Performance Target	Performance Actual	Performance Comments & Analysis
1. Cumulative Number of teachers and students who use IPTV's educational services.	340,000	352,414	<p>What Occurred: The number of teachers and students reached by IPTV increased by 2% from fiscal year 2014 to fiscal year 2015. Iowa teachers rank IPTV as their most used video source.</p> <p>Data Source: FY 2015 survey of teachers and FY 2014 Condition of Education Report</p>
Service, Product or Activity: Educational Telecommunications			
Performance Measure	Performance Target	Performance Actual	Performance Comments & Analysis
1. Number of registered users of PBS LearningMedia.	15,000	12,586	<p>What Occurred: The number of registered users of PBS LearningMedia exceeded 12,000 during the fiscal year.</p> <p>Data Source: PBS LearningMedia</p>
2. Number of educators reached through inservice presentation and conferences.	14,000	9,957	<p>What Occurred: The number of educators reached increased by 5.7% from the previous fiscal year.</p> <p>Data Source: IPTV Educational Services records.</p>

Name of Network: Iowa Public Television			
Network Mission: To educate, inform, enrich, and inspire Iowans.			
Core Function: Resource Management			
Performance Measure (Outcome)	Performance Target	Performance Actual	Performance Comments & Analysis
1. Growth rate in net assets, as reported in the audited financial statements	0%	-15%	<p>What Occurred: There was a negative growth rate in IPTV net assets in fiscal year 2015.</p> <p>Data Source: IPTV financial statements audited by the Auditor of State.</p>
Service, Product or Activity: Public and Governmental Services			
Performance Measure	Performance Target	Performance Actual	Performance Comments & Analysis
1. Total newspaper clips in a year	900	1,343	<p>What Occurred: The number of press clips IPTV received increased by 79% from the previous fiscal year.</p> <p>Data Source: Iowa Press Clipping Bureau</p>
Service, Product or Activity: Administration			
Performance Measure	Performance Target	Performance Actual	Performance Comments & Analysis
1. Number of audit comments in Iowa Public Television's audited financial statements	0	0	<p>What Occurred: There were 0 audit comments in the FY 2015 audited financial statements.</p> <p>Data Source: IPTV financial statements audited by the Auditor of State</p>

Resource Reallocation

“All of us might wish at times that we lived in a more tranquil world, but we don't. And if our times are difficult and perplexing, so are they challenging and filled with opportunity.” – Robert F. Kennedy

Opportunity is knocking for Iowa Public Television, and the network is well positioned to take advantage of the new chances to serve Iowans before us. We look forward to expanding services, reaching teachers and students, and engaging our communities. As the media landscape changes, new opportunities for quality content creation open for us. As life in the classroom evolves, so too must our work to serve Iowa's children and teachers, utilizing technology in ways that best meet the needs of teachers as they do their important work.

“We should remember that good fortune often happens when opportunity meets with preparation.” – Thomas Edison

To best take advantage of the opportunity now before us, and to prepare for those yet to come, Iowa Public Television is focusing on the following areas:

1. **Partnerships.** To expand content and share resources, Iowa Public Television will continue to seek mutually beneficial partnerships with other agencies within government, with appropriate nonprofit organizations, and with outside producers. Iowa Public Television maintains editorial control of all content that airs. Partnership opportunities also exist with regard to the distribution of IPTV's existing content, and with funding organizations. For example, we will continue to seek new partnerships with colleges and universities to showcase the talented musicians and performers working on their campuses.
2. **Engagement.** Since Iowans are increasingly using IPTV programs and services in non-traditional venues – i.e. on mobile devices, social media, on-demand video and DVDs – we will continue to find new ways to reach viewers in nontraditional ways. We will look to develop new ways to reach viewers online, and will engage viewers in critical conversations about Iowa's future. We will also invite viewers to participate in screening events, showcasing the excellent work offered by national broadcast partners, and providing localized additional information on these programs. We will seek to build our presence in the state as a provider of content, convening thought-leaders around the state to discuss issues of importance to Iowans, not always for broadcast but sometimes for general community engagement or online exclusive content.

3. **Awareness.** Iowa Public Television will build upon a coordinated, well-established programming schedule as a way to continue to build Iowa Public Television's brand and to demonstrate Iowa Public Television's value. The network will also work to communicate Iowa Public Television's importance through on-air messaging, online communications, speeches, presentations and other 'on-the-ground' initiatives.

In short, Iowa Public Television will continue to do what we have always done – provide excellent programming and services to all Iowans, regardless of where they live or what they can afford to pay. Rather than resting on our laurels, however, the network will continue to provide these important things in new ways that provide more content to more people more efficiently.

Network Contacts

Copies of Iowa Public Television's Performance Report are available on the IPTV Web site at www.iptv.org. Copies of Iowa Public Television's Performance Report can also be obtained by contacting Kris Houston at 515-725-9828.

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